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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/833,633	04/13/2001	Mitsuru Ishizaki	I-133	3066

23400 7590 03/11/2004  
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EXAMINER

CHEN, CHONGSHAN

ART UNIT PAPER NUMBER

2172

DATE MAILED: 03/11/2004

7

Please find below and/or attached an Office communication concerning this application or proceeding.

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# Office Action Summary

Application No.

09/833,633

Applicant(s)

ISHIZAKI, MITSURU

Examiner

Chongshan Chen

Art Unit

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-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

## Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If the period for reply specified above is less than thirty (30) days, a reply within the statutory minimum of thirty (30) days will be considered timely.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

## Status

- 1) ☒ Responsive to communication(s) filed on 18 December 2003.
- 2a) ☒ This action is **FINAL**. 2b) ☐ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

## Disposition of Claims

- 4) ☒ Claim(s) 1,2,4-15,17,18 and 20-25 is/are pending in the application.
- 4a) Of the above claim(s) \_\_\_\_\_ is/are withdrawn from consideration.
- 5) ☐ Claim(s) \_\_\_\_\_ is/are allowed.
- 6) ☒ Claim(s) 1,2,4-15,17,18 and 20-25 is/are rejected.
- 7) ☐ Claim(s) \_\_\_\_\_ is/are objected to.
- 8) ☐ Claim(s) \_\_\_\_\_ are subject to restriction and/or election requirement.

## Application Papers

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☐ The drawing(s) filed on \_\_\_\_\_ is/are: a) ☐ accepted or b) ☐ objected to by the Examiner.  
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).  
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

## Priority under 35 U.S.C. § 119

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All b) ☐ Some \* c) ☐ None of:
- ☐ Certified copies of the priority documents have been received.
  - ☐ Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.
  - ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

\* See the attached detailed Office action for a list of the certified copies not received.

## Attachment(s)

- ☒ Notice of References Cited (PTO-892)
- ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)
- ☐ Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08)  
Paper No(s)/Mail Date \_\_\_\_\_
- ☐ Interview Summary (PTO-413)  
Paper No(s)/Mail Date \_\_\_\_\_
- ☐ Notice of Informal Patent Application (PTO-152)
- ☐ Other: \_\_\_\_\_

## **DETAILED ACTION**

### ***Response to Arguments***

1. Applicant's arguments filed on 18 December 2003 have been fully considered but they are not persuasive.
2. As per applicant's arguments regarding "based on the hierarchical search method of Takaya, store information can only be searched and displayed after the store is selected, and wider searches based on varied store information can not be done" have been considered but are not persuasive. Takaya teaches wider searches based on varied store information, please see Takaya, page 73, Let's search from the map, ..., Let's search from types of businesses, Let's search from free words.
3. As per applicant's arguments regarding the references do not teach search headings in a search template, with the search headings matching the registration heading have been considered but are not persuasive. Takaya teaches a registration template for registering store information (Takaya, page 69, Fig. 5), and a search template for searching store based on store information (Takaya, page 73, Fig. 11). In order to find a store matching the search condition the user entered at the search template, the search system matches the information user entered in the search template with the store information the user enter in the registration template.

### ***Claim Rejections - 35 USC § 103***

4. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

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(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

5. Claims 1-2, 4, 9-10, 15, 17-18 and 21-25 are rejected under 35 U.S.C. 103(a) as being unpatentable over Takaya et al. ("Takaya", JP 2956587).

As per claim 1, Takaya discloses a facility information registration and search system comprising:

a management center for storing and managing facility information of different facility types, as well as for storing a registration template and search template (Takaya, Fig. 1-3, page 11 [0001] - page 12 [0005], page 69-70, registration, page 73, search function);

a registration terminal for enabling an information provider to register facility information based on the registration template and the search template transmitted from the management center (Takaya, Fig. 1, page 12 [0005], & page 69, Fig. 5, Registration menu screen, New registration, ... page 26 [0024] - page 27, [0026]); and

a search terminal for providing the facility information to a user (Takaya, Fig. 1, page 20, [0014]), wherein the registration terminal is provided with:

a facility information input unit for enabling the information provider to enter the facility information corresponding to registration headings based on the registration template (Takaya, page 69, Fig. 5, page 26, [0025]-[0026]); and

a registrable facility information transmitter that transmits facility information entered by the facility information input unit to the management center (Takaya, Fig. 1-2, page 20, [0014] - page 21 [0016], page 26, [0025]-[0026]);

the search terminal (Takaya, page 73) is provided with:

a sought information input unit for enabling a user to enter sought information corresponding to search headings in the search template, said search headings matching the registration headings (Takaya, Fig. 1-2, page 20, [0014] - page 21 [0015]);

a sought information transmitter for transmitting sought information entered by the sought information input unit to the management center (Takaya, Fig. 1-2, page 20, [0014] - page 21 [0015]); and

a notifying unit for outputting a facility information search result transmitted by the management center in response to transmission of sought information by the sought information transmitter (Takaya, Fig. 1, page 20, [0014] - page 21 [0015]); and

the management center is provided with:

a facility information storage unit for storing the facility information transmitted from the registration terminal (Takaya, Fig. 1-2, page 20 [0014] - page 21, [0016]);

a search unit for searching the facility information stored in the facility information storage unit with the sought information transmitted from the search terminal (Takaya, Fig. 1-2, page 20, [0014] - page 21 [0016]);

a sought facility information transmitter for transmitting the facility information search result retrieved by the search unit to the search terminal (Takaya, Fig. 1-2 page 20 [0014] - page 21, [0016]).

Takaya does not explicitly disclose the registration template including essential items that must be inputted when the facility information is registered, and supplemental information that relates to other items and that is not required to be inputted when the facility information is registered. However, it is obvious the registration template will require the user to must input

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some essential item, like store name, in order to identify the store. Other supplemental information, such as fax number, not every store has it. Therefore, some supplemental information is not required to be inputted when the facility information is registered.

As per claim 2, Takaya teaches all the claimed subject matters as discussed in claim 1, and further discloses the registration template and search template are available in varieties differing with a facility type (Takaya, Page 69, Fig. 5, page 26, [0025]-[0026]).

As per claim 4, Takaya teaches all the claimed subject matters as discussed in claim 1, except for explicitly disclosing the sought information input unit permits omission of sought information for some of the search headings stated in the search template; and the search unit of the management center performs search based on non-omitted sought information. However, it is obvious the sought information input unit will permit omission of sought information for some of the search headings stated in the search template because the store might not have a particular information associated with it or the user might not know the information at the time of searching.

As per claim 9, Takaya teaches all the claimed subject matters as discussed in claim 1, and further discloses a registrable information input unit of the registration terminal enters at least locational information as facility information in association with map data by displaying a map and enabling a map location to be selected (Takaya, Fig. 5, Sb3, Click on the map, Input advertisement).

As per claim 10, Takaya teaches all the claimed subject matters as discussed in claim 9, and further discloses map data displayed by the registrable information input unit of the

registration terminal is transmitted from the management center (Takaya, Fig. 1-2, page 20, [0014] - page 21 [0016]).

Claims 15, 17-18 and 21 rejected on grounds corresponding to the reasons given above for claim 1.

As per claim 22, Takaya teaches all the claimed subject matters as discussed in claim 1, and further teach wherein the registration headings of the registration template include essential store information selected from the group consisting of: store name, store category, store location, group name, product availability, product prices, and customer incentives (Takaya, page 65, Fig. 4).

Claims 23-25 are rejected on grounds corresponding to the reasons given above for claim 22.

6. Claims 5-8 and 20 are rejected under 35 U.S.C. 103(a) as being unpatentable over Takaya et al. ("Takaya", JP 2,956,587) in view of Berson (6,532,459).

As per claim 5, Takaya teaches all the claimed subject matters as discussed in claim 1, except for explicitly disclosing the management center has a search frequency storage unit for storing a number of hits according to a search, the number of hits stored separately for each item of facility information, and the management center stores and updates the number of hits into the search frequency storage unit based on a search result by the search unit. Berson discloses a search frequency storage unit for storing a number of hits according to a search, the number of hits stored separately for each item of facility information, and the management center stores and updates the number of hits into the search frequency storage unit based on a search result by the search unit (Berson, Fig. 3, 55, "Hits" count). Therefore, it would have been obvious to one of

ordinary skill in the art at the time the invention was made to combine Berson with Takaya in order to compute the necessary fee information.

As per claim 6, Takaya teaches all the claimed subject matters as discussed in claim 1, except for explicitly disclosing the management center has a search frequency storage unit for storing a frequency of utilization, the frequency of utilization representing a number of times the facility information has been utilized separately for each item of facility information; the search terminal has a utilization frequency storage function to notify the management center of utilized facility information and for the management center to update the frequency of utilization when a facility information search result is utilized by the user when the utilized facility information search result is output from the search terminal, the search terminal storing the frequency of utilization into the utilization frequency storage unit. Berson discloses a search frequency storage unit for storing a frequency of utilization, the frequency of utilization representing a number of times the facility information has been utilized separately for each item of facility information; the search terminal has a utilization frequency storage function to notify the management center of utilized facility information and for the management center to update the frequency of utilization when a facility information search result is utilized by the user when the utilized facility information search result is output from the search terminal, the search terminal storing the frequency of utilization into the utilization frequency storage unit (Berson, Fig. 3, 51, Database searched count). Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to combine Berson with Takaya in order to compute the necessary fee information.



As per claim 7, Takaya teach all the claimed subject matters as discussed in claim 1, except for explicitly disclosing the management center calculates a fee for registration in storing the facility information from the registration terminal. Berson discloses the management center calculates a fee for registration in storing the facility information from the registration terminal (Berson, Fig. 3, 50, Compute fee). Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to combine Berson with Takaya in order to compute the necessary fee information.

As per claim 8, Takaya and Berson teach all the claimed subject matters as discussed in claim 7, except for explicitly disclosing either a number of hits or a frequency of utilization is recorded in the frequency storage unit; a registration fee is discounted based on either the number of hits stored in the search frequency storage unit or the frequency of utilization stored in the utilization frequency storage unit. Berson discloses a number of hits or a frequency of utilization is recorded in the frequency storage unit; a registration fee is discounted based on either the number of hits stored in the search frequency storage unit or the frequency of utilization stored in the utilization frequency storage unit (Berson, Fig. 3, 50-55). Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to combine Berson with Takaya in order to compute the necessary fee information.

Claim 20 is rejected on grounds corresponding to the reasons given above for claim 5.

7. Claims 11-14 are rejected under 35 U.S.C. 103(a) as being unpatentable over Takaya et al. ("Takaya", JP 2,956,587) in view of Fujiwara et al. ("Fujiwara", EP 0,829,704).

As per claim 11, Takaya teaches all the claimed subject matters as discussed in claim 1, except for explicitly disclosing the search terminal is a car navigation system having a route

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guidance function. Fujiwara discloses the search terminal is a car navigation system having a route guidance function (Fujiwara, col. 1, line 1 - col. 2, line 49). Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to combine Fujiwara with Takaya in order to provide guidance to a place.

As per claim 12, Takaya and Fujiwara teach all the claimed subject matters as discussed in claim 11, and further disclose the search terminal transmits at least one of a current location, destination, points en route and guide route to the management center as sought information or part of sought information, the guide route being a route to a destination; the search unit searching the facility information with reference to areas around the current location, destination, points en route and guided route, transmitted from the search terminal as ranges of search (Fujiwara, col. 1, line 1 - col. 2, line 49).

As per claim 13, Takaya and Fujiwara teach all the claimed subject matters as discussed in claim 11, and further disclose the search terminal sets a destination or points en route based on the facility information search result transmitted from the management center (Fujiwara, col. 1, line 1 - col. 2, line 49).

As per claim 14, Takaya and Fujiwara teach all the claimed subject matters as discussed in claim 11, and further disclose the search terminal notifies the management center when a destination or point en route is set based on the facility information, the search terminal notifying the management center that the facility information has been utilized (Fujiwara, col. 1, line 1 - col. 2, line 49).

***Conclusion***

8. Applicant's amendment necessitated the new ground(s) of rejection presented in this Office action. Accordingly, **THIS ACTION IS MADE FINAL**. See MPEP § 706.07(a). Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

A shortened statutory period for reply to this final action is set to expire **THREE MONTHS** from the mailing date of this action. In the event a first reply is filed within **TWO MONTHS** of the mailing date of this final action and the advisory action is not mailed until after the end of the **THREE-MONTH** shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of the advisory action. In no event, however, will the statutory period for reply expire later than **SIX MONTHS** from the date of this final action.

***Contact Information***

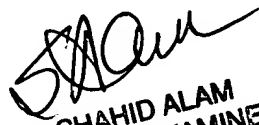
Any inquiry concerning this communication or earlier communications from the examiner should be directed to Chongshan Chen whose telephone number is 703-305-8319. The examiner can normally be reached on Monday - Friday (8:00 am - 4:30 pm).

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, John E Breene can be reached on (703)305-9790. The fax phone number for the organization where this application or proceeding is assigned is 703-872-9306.

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Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).

March 5, 2004

  
SHAHID ALAM  
PRIMARY EXAMINER